Amendments to the Specification:

Please replace the Title of the invention with the following amended title:

A1

Fixed Setting ~~AM/FM~~ Radio System for Broadcast Promotion

Please replace paragraph [0021] with the following amended paragraph:

[0021] Radios have been well known for years, including miniature radios. A typical AM radio may include an antenna, a tuner, a detector (demodulator), an amplifier and an audio output device such as a speaker or ear phones. The tuner typically is set to receive a sine wave of only one frequency, ignoring the other frequencies. In a typical FM radio, the detector may be different, turning changes in frequency into sound.

A2

Please replace paragraph [0022] with the following amended paragraph:

[0022] When the term operatively connected is used, such as when the audio output device is operatively connected to the radio signal receiver, this is not limited to a direct connection, but instead is broader than this. This term instead is used for direct and indirect (such as through modulator, an amplifier and other known components) operative connection, so long as one or more of the radio signals received are converted to the desired or pre-determined audio output allowing the user to listen to the radio station, channel, program or broadcast.

A3

Please replace paragraph [0040] with the following amended paragraph:

[0040] Figure 9 is an elevation view of another example of an embodiment of a radio system, one which may be used to promote one or more broadcast radio stations or channels related to a sports team. Figure 9 illustrates multiple media areas on an outer encasement 210, volume control 212, and a headset cord 213 (an audio output device). This embodiment is preferably utilized in situations in which it is desired to promote the listening to broadcasts of games being played by the sports team. The radios may be given away or sold and identify the broadcast services as "the" voice of the team, such as "The Voice of the Bobcats".

Please replace paragraph [0044] with the following amended paragraph:

[0044] Figure 11 is a schematic depiction in block diagram format of some components of a radio apparatus which may be utilized within the contemplation of this invention, including receiver 220 (which may be an antenna), tuner 221, detector 222 (may be a demodulator), amplifier 223 and audio output device 224 (which may for example be a speaker, ear pieces, or headset). The components of radio apparatuses are known by those of ordinary skill in the art and will not therefore be discussed in any further detail.

Please replace paragraph [0046] with the following amended paragraph:

[0046] One embodiment of this invention for example is a radio apparatus comprising: an outer encasement; a radio signal receiver secured relative to the outer encasement and configured to receive at least one of AM and FM radio signals; an audio output device operatively connected to the radio signal receiver; and wherein the audio output may be limited to a predetermined radio signal frequency representing broadcast services of a radio station. There are further embodiments to this, such as: wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services; wherein a promotional identifier of one of broadcast services and non-broadcast services is operatively attached to the outer encasement; wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services and further includes a promotional identifier of the other of broadcast services and non-broadcast services; wherein the radio signal receiver is configured to only receive the broadcast signal of a pre-determined frequency, representing broadcast services of the radio station; and wherein the radio signal receiver is configured to multiple broadcast signals of different frequencies, and the audio output is configured to only output radio signals received of the pre-determined frequency, representing broadcast services of the radio station. Still further, the audio output may be set to only output radio signals received of the pre-determined

A6 Cont.

frequency through a mechanical setting of the audio output to the predetermined radio station, or through an electronic setting of the audio output to the predetermined radio station.

Please replace paragraph [0048] with the following amended paragraph:

[0048] In another embodiment, a radio apparatus is provided which comprises: an outer encasement; an antenna secured relative to the outer encasement; a tuner operatively connected to the antenna to receive one of a pre-determined AM and FM radio signal from the antenna; a demodulator disposed to receive the radio signal from the antenna; an amplifier operatively connected to the demodulator to receive the radio signal from the demodulator and to create an amplified radio signal; and an audio output device operatively connected to the amplifier to receive the amplified radio signal from the demodulator. There are further embodiments to this, such as: wherein the audio output represents the broadcast services of one radio station; wherein the demodulator is a diode; wherein the radio apparatus is miniature; wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services; wherein a promotional identifier of one of broadcast services and non-broadcast services is operatively attached to the outer encasement; and/or wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services and further includes a promotional identifier of the other of broadcast services and non-broadcast services.

Please replace paragraph [0050] with the following amended paragraph:

[0050] In another embodiment of the invention, a radio apparatus may be provided which comprises: an outer encasement; a radio signal receiver secured relative to the outer encasement and configured to receive at least one of AM and FM radio signals; an audio output device operatively connected to the radio signal receiver; and wherein a frequency tuner is located in the outer encasement such that once the tuner is set to a pre-determined radio signal frequency representing broadcast services of a radio station and the outer encasement closed, the tuner is not normally accessible by a user of the radio apparatus. Further embodiments to this embodiment may be: wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services; wherein a promotional identifier of one of broadcast services and non-broadcast services is operatively attached to the outer encasement; wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services and further includes a promotional identifier of the other of broadcast services and non-broadcast services; wherein the radio signal receiver is configured to only receive the broadcast signal of a pre-determined frequency, representing broadcast services of the radio station; and/or wherein the radio signal receiver is configured to multiple broadcast signals of different frequencies, and the audio output is configured to only output radio signals received of the pre-determined

frequency, representing broadcast services of the radio station. Further embodiments to this may be wherein the audio output is set to only output radio signals received of the pre-determined frequency through a mechanical setting of the audio output to the predetermined radio station; and/or wherein the audio output is set to only output radio signals received of the pre-determined frequency through an electronic setting of the audio output to the predetermined radio station.

A8 Cont.